

#### ABSTRACT OF THE DISCLOSURE

A reflective liquid crystal display (LCD) includes an LCD panel having an upper electrode layer and a lower electrode layer and a plurality of color filters, including a red color filter, a green color filter and a blue color filter, to selectively filter white light; and a driver for driving the upper and lower electrode layers of the LCD panel to interpose non-display periods between display periods for displaying a desired color by mixing a combination of red light, green light and blue light, wherein during the non-display periods, the driver drives the upper and lower electrode layers to display white light, which includes all of the red, green and blue light, and none of the red, green and blue light at different, distinct time periods. The LCD according to the present invention is able to adjust the luminance of the display according to circumstances.